

Brand Management

Module Code:	MAR6003-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Raisa Yakimova

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
HKA	Resource Development International (RDI), Hong Kong / Semester 1 (Sep - Jan)
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) / Semester 1
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To develop knowledge and understanding of key issues associated with brand management, eg brand equity, brand positioning, brand image, brand identity, branding strategies, branding at the cross-cultural level; and sustainability branding via the concept of the environmental and social benefits.

To develop skills in researching and analysing branding strategies.

To develop independent study, team working and presentation skills.

Outline Syllabus

Brands and Brand Management.

Identifying and Establishing Brand Positioning and Values.

Customer-Based Brand Equity.

Brand Positioning and Values, including sustainability brand positioning.

Planning and Implementing Brand Marketing Programs.

Integrating Marketing Communications to Build Brand Equity.

Measuring Sources and Outcomes of Brand Equity.

Designing and Implementing Branding Strategies.

Introducing and Naming New products and Brand Extensions.

Managing Brands Over Time.

Managing Brands Over Geographic boundaries and Market Segments.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 a) critically evaluate and analyse major issues related to brand management;
 b) analyse the ethical implications of decisions taken regarding brand management.
- 2 a) research, justify and analyse trends in brand management at the national and international level.
- 3 a) take personal responsibility for work with others;
 b) learn independently;
 c) communicate orally and in writing.

Learning, Teaching and Assessment Strategy

Throughout the course you will be expected to work in groups (LO 3a and 3c) to solve brand management problems. You will be given formative feedback in tutorials on group problems and presentations (LO 3c) which ask you to solve brand management problems (LO 1a, 1b and 2a) presented in case studies. Such work in tutorials prepares you for the summative assessment which takes the form of an individual examination and which will assess learning outcomes 1a, 1b, 2a, 3b and 3c. Given the relevance of branding in today's business practice (be it in marketing or other positions), it is expected that the module overall will enhance the employability of graduates from the relevant degree programmes. Sustainability as a topic will be incorporated into the module by considering the ethical implications of branding in lectures and tutorials as you present cases regarding ethics focused on brands where sustainability is cited as a source of competitive advantage (LO 1b and 3c). Directed study takes the form of reading and group discussion outside of class.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book	2 hours	100%	Yes

Legacy Code (if applicable)

MAN0332M

Reading List

To view Reading List, please go to [rebus:list](#).